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receiving a first request for content from the mobile device;

receiving a second request from the mobile device for the content, the second request specifying an address of the requested content and a type of the mobile device;

delivering the converted content to the mobile device.

3. The method of Claim 2, wherein the second server is a software module.

5. The method of Claim 2, wherein the software module runs on at least one

6. The method of Claim 2, wherein the second server includes hardware.

7. The method of Claim 1, wherein the first sending step sends the address of the requested content within a base file.

8. The method of Claim 1, wherein the address includes a Universal Resource Locator (URL) of the requested content.

5 9. The method of Claim 1, wherein the converting step carried out least one of the following steps:

re-sizing the requested content;

converting the requested content from color to black and white;

cropping the requested content;

10 dithering the requested content,

flipping the requested content, and

changing the number of colors of the requested content.

10. The method of Claim 1, further comprising a step of storing a copy of the converted content in a cache memory.

15 11. The method of Claim 10, wherein the delivering step delivers the copy of the converted content from the cache memory if a valid copy of the converted content is present in the cache memory.

12. The method of Claim 1, wherein the type of mobile device includes make and model information of the mobile device.

20 13. The method of Claim 2, wherein the second server stores a configuration table associating the type of mobile device with display characteristics of the mobile device.

14. The method of Claim 13, wherein the converting step includes a step of accessing the configuration table and converting the requested content to the format specified by the display characteristics associated with the type of the mobile device.

15. The method of Claim 1, wherein the requested content includes an image
5 and wherein the converting step includes a step of changing the resolution of the image.

16. The method of Claim 1, wherein the delivering step delivers the converted content to the mobile device at a selectable bit rate.

17. The method of Claim 13, wherein the content is of a type selected from a group including image, video, audio, audio stream and video stream.

10 18. The method of Claim 17, wherein the reference format is different for each type of content.

19. The method of Claim 2, wherein the second server is a software module and wherein the address of the content in the reference format is passed as an argument to the software module.

15 20. A computer system configured to deliver content to a mobile device, comprising:

a first server configured to deliver an address of a content in a reference format responsive to a request for the content from the mobile device, and

a first proxy server configured to receive, from the mobile device, the address of
20 the content in the reference format and a type of the mobile device, to fetch the content at the received address, to convert the fetched content from the reference format to a format suitable to the type of mobile device and to deliver the converted content to the mobile device.

21. The computer system of Claim 20, wherein the first proxy server is a software module.

22. The computer system of Claim 21, wherein the software module runs on the first server.

5 23. The computer system of Claim 21, wherein the software module runs on at least one third server that is distinct from the first server.

24. The computer system of Claim 20, wherein the second server includes hardware.

10 25. The computer system of Claim 24, wherein the first server and the first proxy server are coupled to one another by a computer network.

26. The computer system of Claim 25, further including a plurality of second proxy servers each of the plurality of second proxy servers being configured as the first proxy server and coupled to the computer network.

15 27. The computer system of Claim 26, wherein at least some of the plurality of second proxy servers are geographically separated from one another.

28. The computer system of Claim 20, wherein the first server is configured to send the address of the requested content within a base file.

29. The computer system of Claim 20, wherein the address includes a Universal Resource Locator (URL) of the requested content.

20 30. The computer system of Claim 1, wherein the first proxy server is also configured to selectively re-size the requested content, convert the requested content from color to black and white, crop the requested content, dither the requested content, flip the requested content or to change the number of colors of the requested content.

31. The computer system of Claim 20, wherein the first proxy server is also configured to store a copy of the converted content in a cache memory.

32. The computer system of Claim 31, wherein the first proxy server is configured to deliver the copy of the converted content from the cache memory if a valid
5 copy of the converted content is present in the cache memory.

33. The computer system of Claim 20, wherein the type of mobile device includes make and model information of the mobile device.

34. The computer system of Claim 20, wherein the first proxy server is configured to maintain a configuration table associating the type of mobile device with
10 display characteristics of the mobile device.

35. The computer system of Claim 34, wherein the first proxy server is further configured to access the configuration table and convert the requested content to the format specified by the display characteristics associated with the type of the mobile device.

15 36. The computer system of Claim 20, wherein the content is of a type selected from a group including image, video, audio, audio stream and video stream.

37. The computer system of Claim 36, wherein the reference format is different for each type of content.

38. The computer system of Claim 20, wherein the first proxy server is a
20 software module and wherein the address of the content in the reference format is passed as an argument to the software module.